

FIG. 1

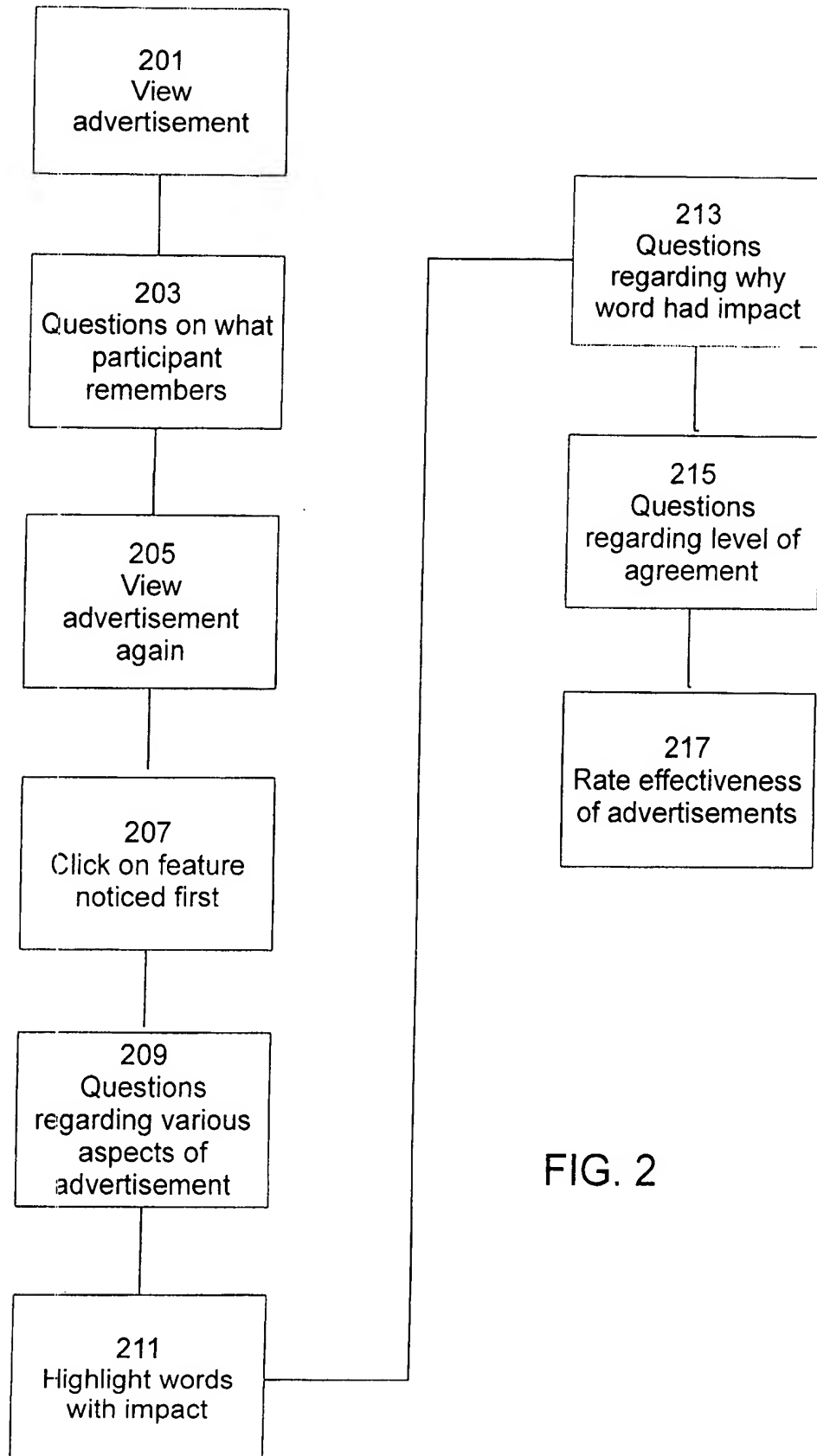


FIG. 2

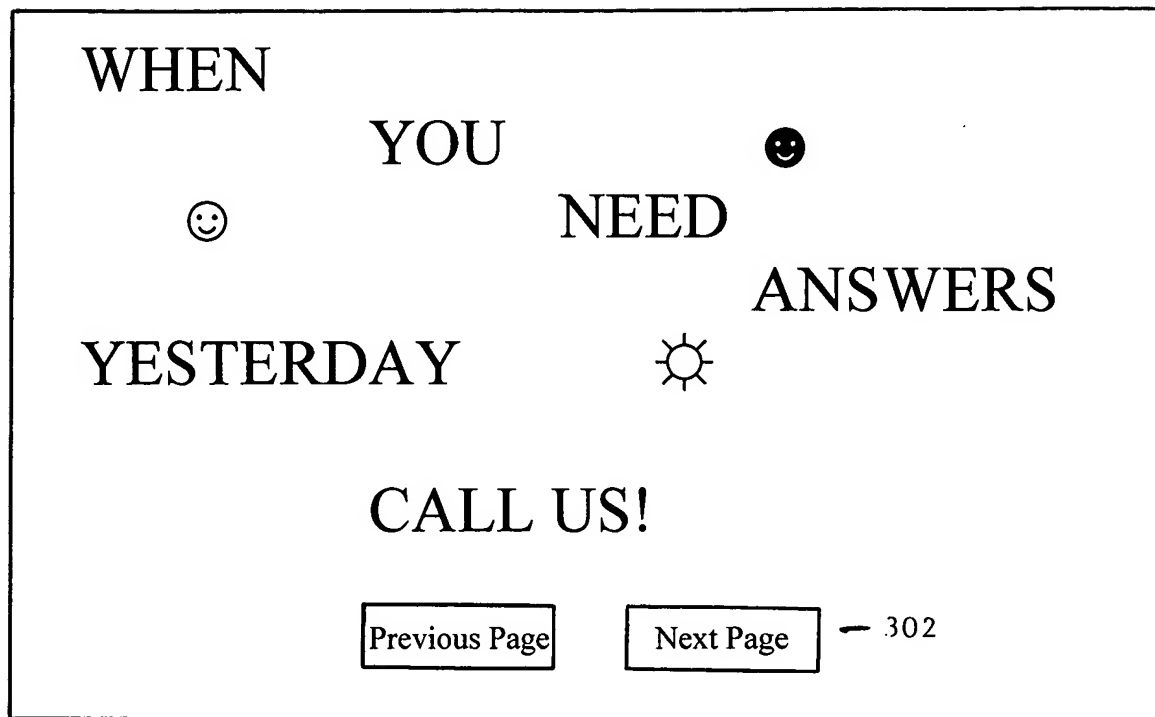


FIG. 3

1. In the spaces below, please write the names for as many products or topics that you can remember.

- | | | |
|----|----------------------|-------|
| 1. | <input type="text"/> | - 400 |
| 2. | <input type="text"/> | -402 |
| 3. | <input type="text"/> | -404 |
| 4. | <input type="text"/> | -406 |
| 5. | <input type="text"/> | -408 |

[Previous Page](#)

[Next Page](#)

- 410

FIG. 4

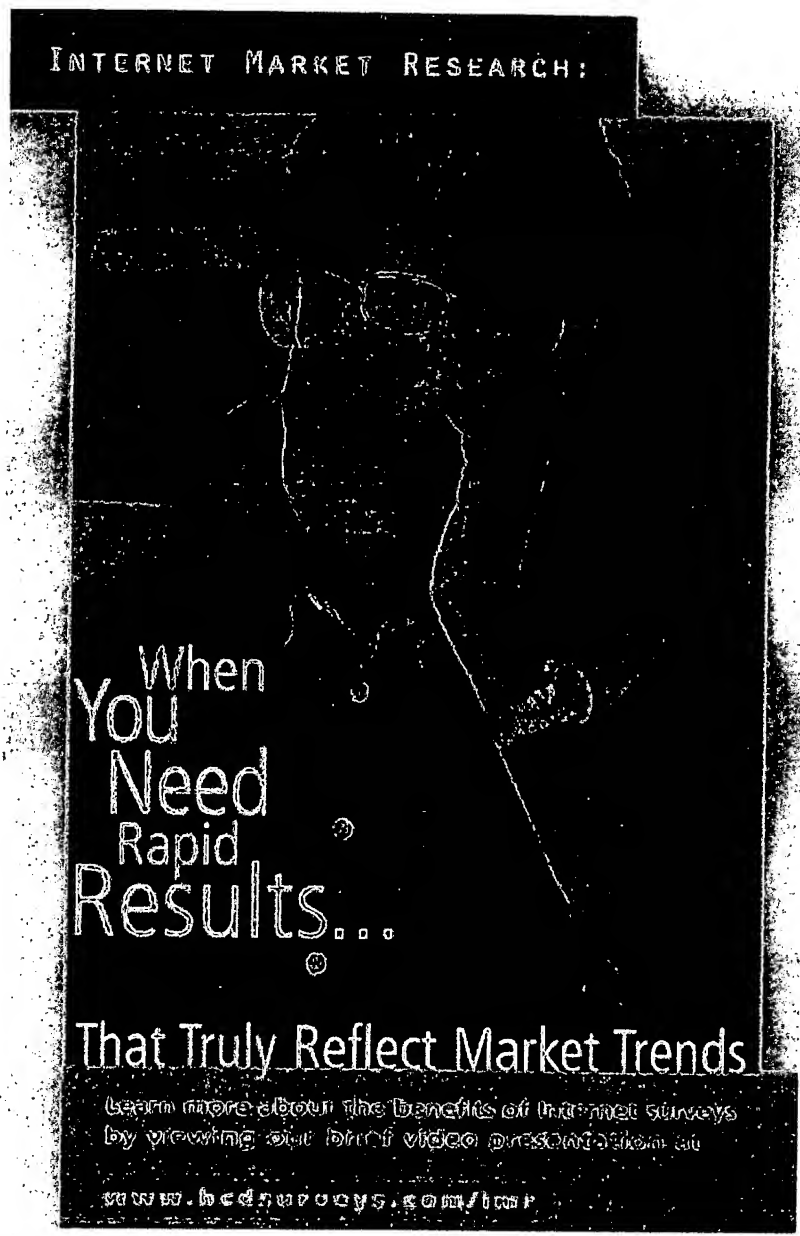
You will now view a new advertorial. Please use your mouse and click on that part of the ad that first catches your attention.

Previous Page

Next Page

FIG. 5

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An advertisement for Internet Market Research. The background is dark with a grainy, high-contrast image of a person wearing glasses and looking at a computer screen. The person's hand is visible, pointing at the screen. The text is overlaid on this image.

INTERNET MARKET RESEARCH:

When
You
Need
Rapid
Results...

That Truly Reflect Market Trends

Learn more about the benefits of Internet surveys
by viewing our brief video presentation at
www.hednsurveys.com/imr/

Previous Page

Next Page

FIG. 6

2. What was the main point that the ad was trying to communicate? -702

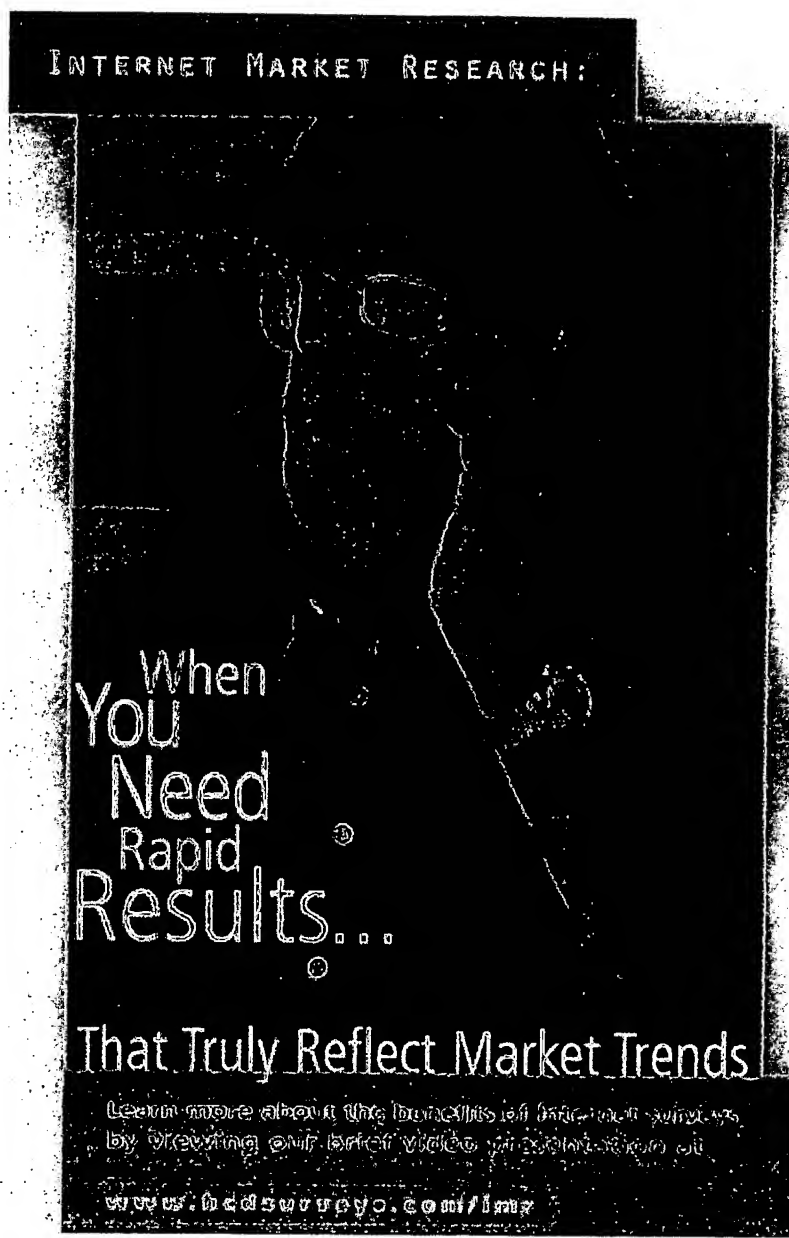
An empty rectangular box with a black border, intended for the user to write their answer to question 2.

3. What message was the graphic image trying to communicate? -704

An empty rectangular box with a black border, intended for the user to write their answer to question 3.

4. Using your mouse, please highlight the single word or group of words that had the most impact on you either positive or negative, by clicking on each word. -706

FIG. 7



5. Why did you pick this/these word(s)?

Previous Page

Next Page

6. Based upon viewing this advertorial, please indicate your level of agreement/disagreement with the following statements. There is no right or wrong answers.

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree Nor Disagree	Somewhat Agree	Agree	Stongly Agree
	1	2	3	4	5	6	7
The overall Message Communicated By this Advertorial is Easy to Understand.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The overall Message Communicated By this Advertorial is Believable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The overall Message Communicated Is relevant to My market Research Needs.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Previous Page

Next Page

FIG. 9

1. Which of the three advertorials do you find most effective at communicating information to psychiatrists? Please distribute 100 points among the three ads. The more point that you give to a particular ad, the stronger your preferences. Your total points allocated must add to 100.

Brochure A

Brochure B

Brochure C

<input type="text"/>	Brochure A
<input type="text"/>	Brochure B
<input type="text"/>	Brochure C
<input type="text"/>	Total (must add up to 100)

Previous Page

Next Page

FIG. 10

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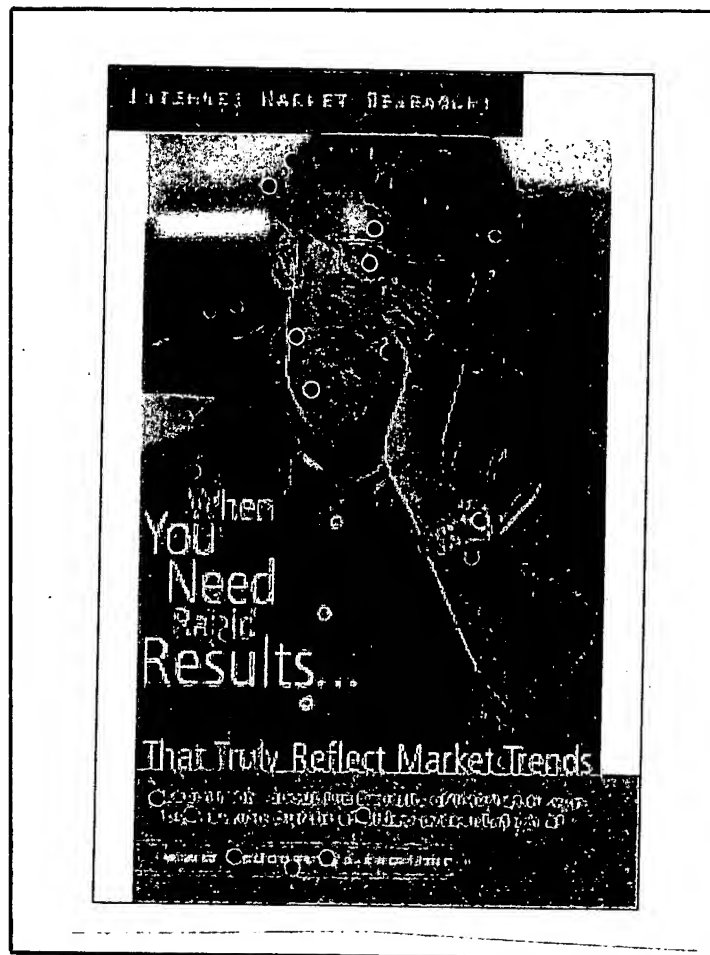


FIG. 11

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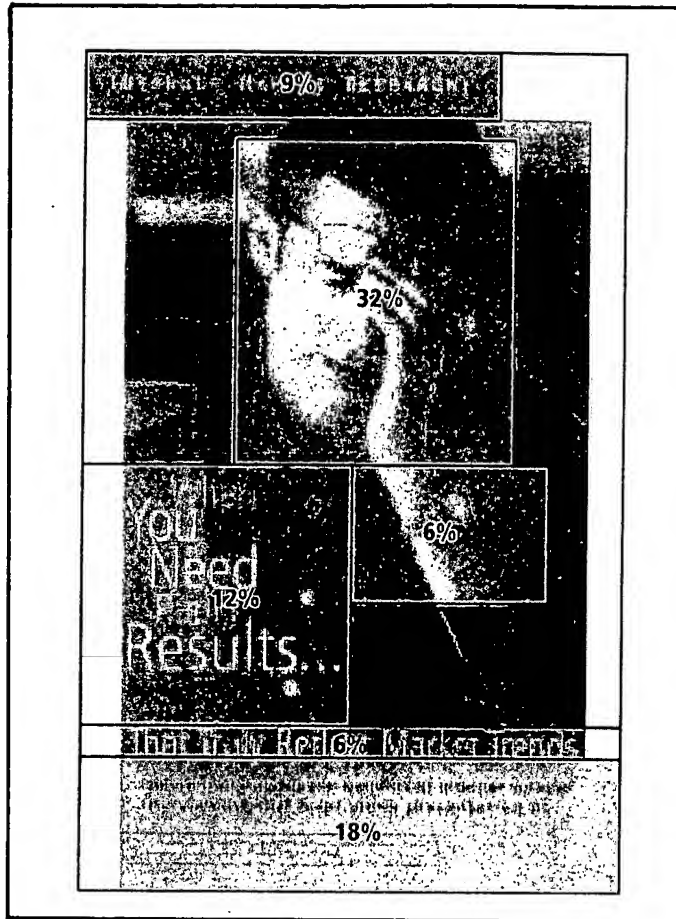


FIG. 12